

Message Text

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ACTION EB-11

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AMEMBASSY BONN

UNCLAS BREMEN 0468

E.O. 11652: N/A

TAGS: ETRD GW

SUBJ: SALES POTENTIAL OF U.S. TOBACCO IN FRG THREATENED BY
POSSIBLE COMPLETE GOVERNMENT-DECREED BAN ON ADVERTISING
TOBACCO PRODUCTS

FAS FOR KIGER

BONN FOR AGATTACHE

1. CURRENTLY PLANNED REFORM OF GERMAN FOOD LAW MAY INCLUDE,
INTER ALIA, COMPLETE BAN ON ADVERTISING TOBACCO PRODUCTS. EX-
PERIENCE WITH ADVERTISING BAN IN U.S. REPORTEDLY PLAYING ROLE
IN THESE CONSIDERATIONS -- FOREGOING NOT FOR PUBLICATION.

2. GERMAN INDUSTRY URGENTLY NEEDS ANSWERS TO FOLLOWING QUESTIONS:

(A) WHEN DID ANTI-SMOKING CAMPAIGN START IN U.S. AND WHEN DID
IT REACH PEAK;

(B) WHEN WAS TV AND RADIO ADVERTISING FOR CIGARETTES STOPPED
IN U.S.V

(C) WHEN DID COUNTER-ADVERTISING START ON TV AND RADIO, I.E.,
EQUAL TIME FOR TOBACCO FOES ON TV AND RADIO FOR EACH CIGARETTE
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ADVERTISING SPOT;

(D) WAS COUNTER-ADVERTISING STOPPED WHEN SMOKING ADVERTISING ON TV AND RADIO STOPPED; AND, IF NOT, HOW INTENSIVE IS ANTI-SMOKING CAMPAIGN AT PRESENT ON TV AND RADIO;

(E) WHEN WAS U.S. INDUSTRY REQUIRED TO PLACE HEALTH WARNING ON CIGARETTE PACKS AND WHEN WAS THE WORDING OF THIS WARNING MADE STRICTER;

(F) WHAT IS EXPLANATION FOR SIGNIFICANT DROP IN TAX-PAID CIGARETTE REMOVALS IN 1969, AS SHOWN ON PAGE 30 OF USDA/FAS ANNUAL REPORT OF TOBACCO STATISTICS 1972;

(G) WHAT ARE QUANTITIES FOR PAST TEN YEARS OF CIGARETTE SHIPPED TO U.S. FORCES WHICH ARE PRESUMABLY INCLUDED IN TAX-FREE REMOVALS SHOWN IN ABOVE REPORT SAME PAGE; WHAT ARE OTHER ELEMENTS OF TAX-FREE REMOVALS?

3. ACTION REQUESTED: SINCE ABOVE INFORMATION NOT AVAILABLE HERE, WOULD APPRECIATE RECEIVING IT BY RETURN CABLE. IF NOT ALL INFORMATION IMMEDIATELY AVAILABLE, REQUEST PARTIAL REPORTS.
SULLIVAN

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